

**2008 ENERGY STAR for Homes Sponsor & Utility Partner Meeting**  
**Proposed Agenda**  
**March 11-12, 2008**

Time	What	How
<b>DAY ONE</b>		
7:30 am – 8:00 am	Continental Breakfast	
8:00 am – 8:15 am	Introductions	Around the Room
8:15 am – 8:30 am	Meeting Review	Sam Rashkin, EPA
<b>ENERGY STAR for Homes: Input From Experts</b>		
8:30 am – 10:30 am	<ul style="list-style-type: none"> <li>• Branding 101: Key Principles and How They Apply to ENERGY STAR</li> <li>• Introduction: Promoting Energy Efficient Homes: 10 Myths vs. Reality</li> </ul>	Maria Vargas, EPA Sam Rashkin, EPA
10:30 am – 10:45 am	<b>BREAK</b>	
10:45 am – 12:00pm	<ul style="list-style-type: none"> <li>• Building Science, The Big Picture About What We Know and How It Should Be Applied and How to Train Builders</li> </ul>	Joe Nagan, Home Building Technology Services
12:00 pm – 1:00 pm	<b>LUNCH</b>	
1:00 pm – 2:00 pm	<ul style="list-style-type: none"> <li>• Working with Manufactured and Modular Housing</li> <li>• Affordable Housing, How to Reach this Important Market Sector</li> </ul>	Emanuel Levy, Manufactured Housing Research Alliance Matt Pesce, PE, Facility Strategies Group, LLC
<b>ENERGY STAR for Homes: Training</b>		
2:00 pm – 3:30 pm	<ul style="list-style-type: none"> <li>• Beyond ENERGY STAR: How to incorporate the Indoor Air Package, the Advanced Lighting Package, and "Green"</li> <li>• ENERGY STAR for Homes: Sales and Marketing Tools Training</li> <li>• ENERGY STAR for Homes: Builder Recruitment Handbook</li> </ul>	Sam Rashkin, EPA Jon Passe and Zak Shadid, EPA Amber Wysocki, ICF
3:30 pm – 3:45 pm	<b>BREAK</b>	
3:45 pm – 4:30 pm	ENERGY STAR Best Practice Guide: What Works, What Could Be Improved, How to Use Guide	Brainstorming
4:30 pm – 5:30 pm	Networking Reception hosted by Questar Gas followed by dinner on own or with groups	
<b>DAY TWO</b>		
7:30 am – 8:00 am	Continental Breakfast	
8:00 am – 8:15 am	Day One Review	Sam Rashkin, EPA
<b>ENERGY STAR for Homes: Panel Discussion with Industry Representatives</b>		
8:15 am - 10:00 am	<ul style="list-style-type: none"> <li>• Selling Energy Efficient Homes from the Horse's Mouth</li> <li>• Building a HERS Infrastructure</li> </ul>	Home Builder Panel HERS Provider Panel
10:00 am – 10:15 am	<b>BREAK</b>	
10:15 am – 12:00 pm	Program Evaluation: What We NEED to Know Preferred/Planned Evaluation Activities Opportunities for National Coordination	Brainstorming Priority Ranking Discussion
12:00 pm – 1:00 pm	<b>LUNCH</b>	
<b>Sharing Success Stories/Field Observations</b>		
1:00 pm - 2:20 pm	<ul style="list-style-type: none"> <li>• Options for Designing Program Incentives [Observations from the field]</li> <li>• Recruiting Builders in a Soft Market [Lessons learned the past year]</li> </ul>	Steve Ellison, ICF Steve Ellison, ICF
<b>Wrap-up</b>		
2:20 pm – 2:30 pm	Meeting Review (What Worked/Improved, Next Steps)	Discussion
2:30 pm	Adjourn	